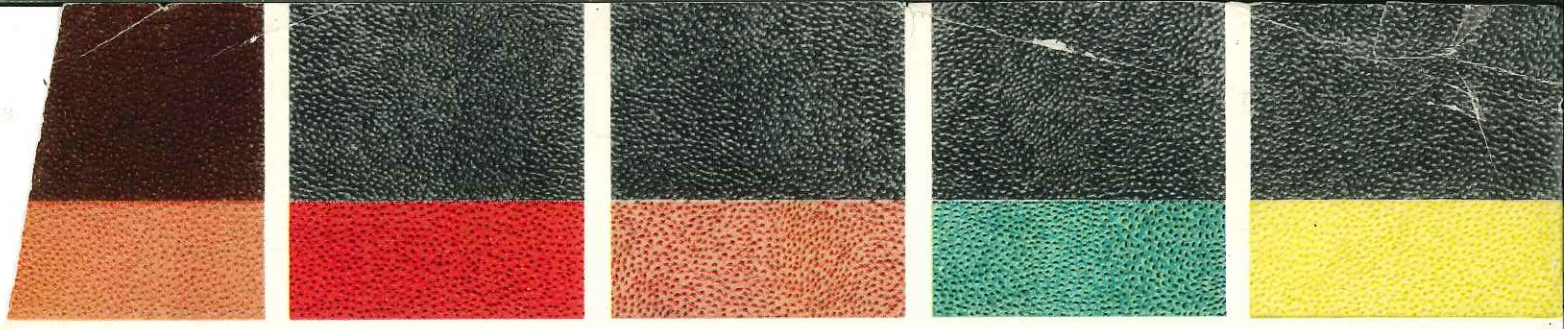

Your coaches will look custom-made with smart, new American Seating colors! Here are just a few of the attractive combinations possible. Easy-to-clean vinyl-coated fabric—with nylon-sewed seams—stays bright and new-looking, delights patrons.

CUSTOMIZE YOUR COACHES WITH COLOR!

U. S. Patent Office
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Design Division
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. . . in American Seating bus seats — choice of 193 cities in the United States and Canada!

Now add more passenger appeal to your buses with new American Seating bus seats . . . select from seven new, decorator-tested colors—combine them to blend with your own color scheme!

Beneath the beauty, you'll find famous American Seating comfort, and rugged durability — the kind of top quality that assures years of economical, trouble-free service; makes American Seating bus seats the choice of 193 cities in the United States and Canada. Our catalog shows the complete American Transportation Seating line. Send for your free copy today!

American Seating city-service bus seat in Houghton Gray and Ionia Coral. Frame and aisle legs are color-keyed to upholstery. Grab rail is chromium plated from aisle to bus wall.

AMERICAN SEATING

Grand Rapids 2, Michigan. Branch Offices and Distributors in Principal Cities. Manufacturers of Transportation, School, Theatre, Auditorium, Church, Stadium Seating, and Folding Chairs.

WORLD'S LEADER IN PUBLIC SEATING

Litho in U.S.A. Form

ENJOY DAY-LONG COMFORT IN THE ALL-NEW AMERICAN DRIVER'S SEAT!

New Model 300 offers easier seat adjustments, new safety and durability . . . gives you the comfort-support of full-depth foam rubber . . . comes in a wide choice of color combinations!

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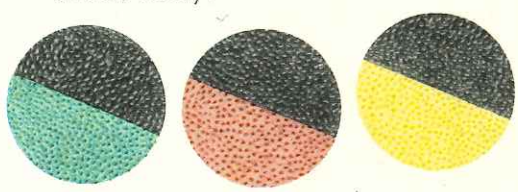
Here's a brand-new standard for all-day driving comfort — the all-new American Seating Model 300 Seat!

Front edge of comfortable foam-rubber cushion is shaped for best leg support. Contoured side wings of foam-rubber back offer greater safety, help to keep driver in seat on turns. The Model 300 is adjustable fore and aft, up and down; cushion and back are also adjustable. What's more, attractive two-tone color combinations are available to give buses a custom-tailored look!

For comfort, safety, durability — and economy — ask for American Seating Model 300 next time you order. Call your American Seating man, or write us direct, for full details today!



Smart, new color combinations step up bus appearance, please patrons. Choose from vinyl-coated fabric or genuine leather — perforated for ventilation.

Wide, full-depth foam-rubber cushion and adjustable back assure driving comfort, posture support.

Just raise cushion, then release side plate (arrow). Unique adjusting device makes adjustment automatically.

The back is higher for better support — tapered for elbowroom on turns.

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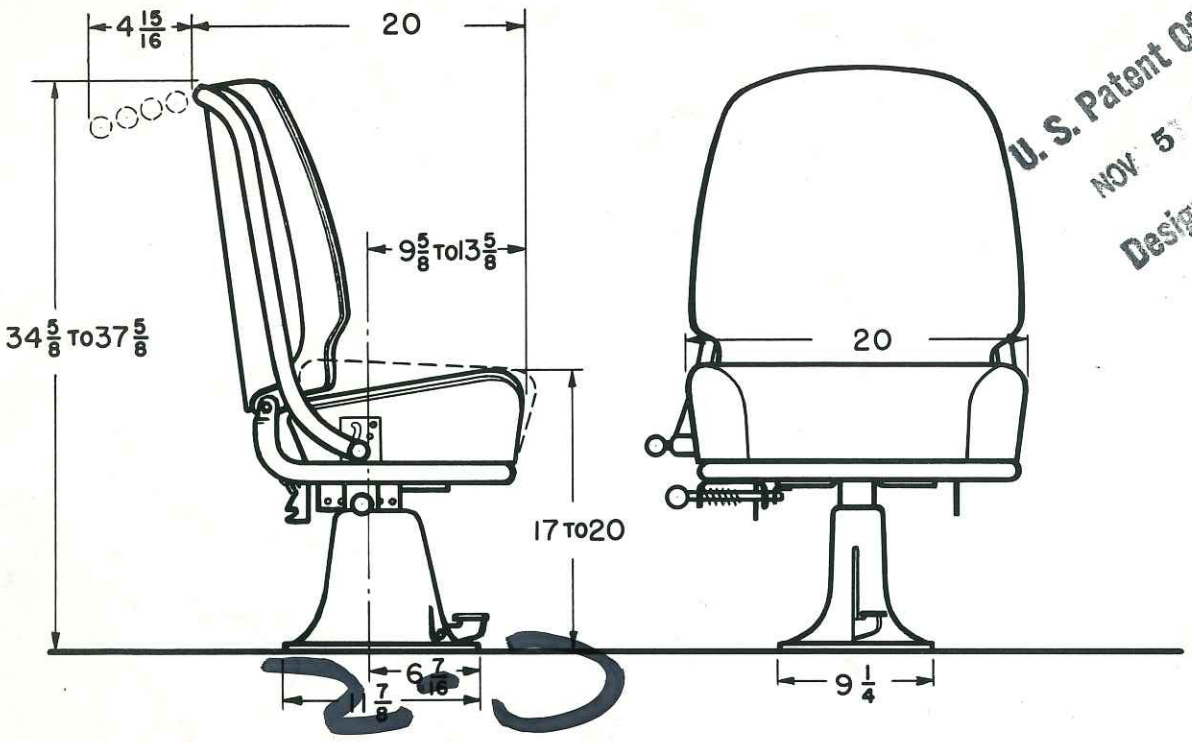
NEW AMERICAN SEATING MODEL 300 DRIVER'S SEAT

NEW AMERICAN SEATING MODEL 300 DRIVER'S SEAT



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THE NEWEST, MOST ADVANCED DRIVER'S SEAT ON THE MARKET

NEW MODEL 300 combines attractive styling, functional design, comfort, simplicity, safety, durability, and economy.

FRAME CONSTRUCTION. The strength of this seat is due to its frame of 1″ OD, 16-gauge steel tubing.

CUSHION. Wide, full-depth foam-rubber cushion is shaped for greater driver comfort. Front edge is contoured for best leg support. The seat is attached to the tubular frame by means of steel clamps, which also act as hinge points when rear edge is lifted for access to the understructure. A unique, patented cushion-adjusting device makes the seat adjustment automatic. All the occupant needs to do is raise the rear edge of the cushion to the desired position with one hand, and release.

BACK. Wide, full-depth, molded bonded foam-rubber back is deeply-curved — and is 2″ higher than former models, for greater comfort. Contoured side wings of back offer greater safety by retaining the occupant in proper position when side-inertia forces tend to force him off the seat. Back-tilt adjustment is pivoted for most natural angle and minimum variance between seat and back. A rugged back construction is provided by the 5/16″, 5-ply inner back panel. Top edge of back is flattened for better support, yet is sufficiently narrow to eliminate interference with driver's swinging elbows when making turns. Rigidized metal back panel offers a clean, attractive appearance.

ADJUSTMENTS. Fore-and-aft adjustment has five positions, 4″ range. The seat's vertical adjustment has four positions, 3″ range. Back-pitch adjustment has five positions — with a total range of approximately 15°. Cushion tilt may be adjusted automatically in three positions.

ADJUSTMENT KNOBS. Two plastic knobs are conveniently located in a central position for quick, effortless back-pitch and fore-and-aft adjustments. Despite its many adjustments, the seat has fewer parts to maintain.

CHOICE OF COLORS. The Model 300 is available in genuine leather, or vinyl-coated fabric — perforated for ventilation. Seats come in a wide choice of attractive color combinations.

AMERICAN SEATING

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